

\$100 MILLION GRAND GROSS IN 1951?

Big Lineup For Monogram Week

Eighty-seven Cinecolor and black-and-white features, plus the Little Rascals short-subject program, will be available for exhibition in Canada for Monogram Week, February 10-16, Frank Vaughan, Canadian general sales manager announced in Toronto

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Winners In Odeon Better Biz Drive

The "J. Arthur Rank Better Business and Showmanship Contest," which just closed after 13 weeks, brought a total of \$2,600 to management personnel of Odeon Theatres (Canada) Ltd. in different parts of Canada, it was announced in Toronto by David

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CINCH FOR '52; BO MORE THAN DOUBLED IN PAST DECADE

There is a great chance that the Canadian motion picture industry reached its own Golden Circle in 1951 — one hundred million dollars (\$100,000,000) in boxoffice receipts. And that sum, which would

Canadians At Fox Ad-Pub Powwow

Among the Canadians who attended the home office meeting of 20th Century-Fox in New York last week were L. Bearg, general manager of the Western Division of Famous Players; Ben Geldsaler, chief booker and buyer; and James R. Nairn, ad-pub chief.

Purpose is to acquaint themselves with the new Fox product and the company's plans for stirring interest in lively exploitation and other merchandising support in advance of release dates.

Al Lichtman, distrib chief, welcomed everyone and then Charles Einfeld took over.

have been regarded as the wildest of dreams little more than a decade ago, will not include about twelve million dollars (\$12,000,000) received from the public by the exhibitor—as amusement taxes.

One thing is sure—the 1952 boxoffice total will be well over a hundred million dollars. The one that is a bit unsure is the 1953 total, since television, which will have begun over the CBC in August 1952, figures to provide its first full-sized challenge in the following year.

Although the Dominion Bureau of Statistics may not issue the

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First Communion Breakfast Here

Several hundred Roman Catholic members of the Toronto area entertainment industry, accompanied by their families, participated in the first of the annual Communion breakfasts, which was held in the Roof Garden of the Royal York Hotel last Sun-

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'The Jazz Singer'

Michael Curtiz will direct Warners' *The Jazz Singer*, which will star Danny Thomas.

Cary Grant Signed

Cary Grant has been signed to star in 20th-Fox' *Darling*, *I Am Growing Younger*.

Industry Plans Aid To Brotherhood Week

The Motion Picture Division of the Canadian Council of Christians and Jews, which is sponsoring Brotherhood Week from February 17 to 24, is seeking \$5,000 to aid the work. Financial support is being sought under the direction of the MPD chairman, Gordon Lightstone, general manager of Paramount Film Service. Permanent director of the Council is the Rev. Richard Jones, whose offices are in Toronto.

Motion picture and theatre people have a special interest this year, for the Council chairman is John J. Fitzgibbons, CBE, president of Famous Players, who

(Continued on Page 4)

NB Theatre Opened

J. Harper, FPCC partner, has opened his 700-seat Kent Theatre in Bathurst, NB, where one other house, P. J. Leger's 470-seat Capitol, is in operation.

Scott Appointed ABP UK Sales Manager

Well known and highly regarded in Canada, Macgregor Scott, formerly Overseas Sales manager of Associated British Picture Corporation Ltd., is now sales manager in the United Kingdom, it has been announced by C. J. Latta, managing director of the company, in London.

Tony Morris has been appointed Overseas Sales manager under Scott's direction.

Product of Associated British Picture Corporation is distributed in Canada by International Film Distributors.

A REVIEW OF

'The Greatest Show On Earth'

Paramount

(Color by Technicolor)

153 Minutes

CECIL DeMILLE, the master of the spectacle, has brought in another striking achievement in 153 minutes of circus, story, excitement, vivid action, laughter.

Here is a show for the widest possible audience, with the widest sort of appeal, well done and with tremendous ticket selling potentiality. Every audience segment from wide eyed tots on up and through, will delight in what DeMille has assembled for their observation.

Adding to his long list of film successes which range from Biblical stories to grand scale historical pageantry, DeMille has surpassed himself in securing a genuinely identified entertainment experience. It will probably stand for a while. Until his next idea is ignited.

Done on a grand scale, in sparkling Technicolor, this is a

(Continued on Page 9)

Mono Sets Third In Bowery Boys Series

Producer Jerry Thomas has scheduled Arabian Knights as the third Bowery Boys comedy he will make for this year for Monogram, and has signed Gerald Schnitzer to do the original screenplay which deals with the Foreign Legion.

Chandler To Star In 'Yankee Buccaneer'

Jeff Chandler has been set to star in Universal-International's *Yankee Buccaneer*, which will be filmed in Technicolor as one of the studio's most important films on its 1952 schedule.

Howard Christie will produce and Frederick De Cordova direct.

FPCC TRIES NEW EXHIB POLICY

The Eglinton, North Toronto FPCC house which had been teamed with downtown houses in a dual policy, goes first- and second-run on its own. Columbia's *Death of a Salesman* will have its first Toronto run there, while WB's *A Streetcar Named Desire* and MGM's *An American in Paris* will have their second local showings. It is unusual to find a city second-run in a suburban house.

ROBERT LOUIS STEVENSON'S ROUSING TALE
OF HIGH *ADVENTURE!*

UNIVERSAL-INTERNATIONAL presents

WILLIAM POWELL
JULIA ADAMS
CHARLES DRAKE
HENRY HULL

The
**TREASURE OF
LOST CANYON**

Color by *Technicolor*

David falls into the hands
of the King of Rogues!

Behind the Devil's Falls
a treasure lies hidden!

The cabin becomes a
flaming holocaust!

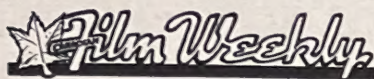
with **ROSEMARY De CAMP • TOMMY IVO** • Screenplay by BRAINERD DUFFIELD and EMERSON CROCKER

Based on "Treasure of Franchard" by Robert Louis Stevenson • Directed by TED TETZLAFF • Produced by LEONARD GOLDSTEIN



Another Hit From

Empire - Universal Films Ltd.



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MONO WEEK

(Continued from Page 1)

last week. Slogan is "A Monogram subject on every screen in the nation during Monogram Week."

Canadian participation was announced following news from Hollywood that Steve Broidy, president, and Morey R. Goldstein, vice-president and general sales manager, had finalized their plans. Both Vaughan and O. R. Hanson, representative of the producer in this country, echoed Broidy's prediction that the 37 branches and franchise offices in the domestic territory would top the drive of last year, the first.

Leading the Monogram Week parade are four new Cinecolor specials, Aladdin and His Lamp, starring Patricia Medina and John Sands, Fort Osage, starring Rod Cameron with Jane Nigh, Flight to Mars, a Walter Mirisch production starring Marguerite Chapman and Cameron Mitchell, and The Highwayman, starring Charles Coburn, Wanda Hendrix and Philip Friend. Current product will be augmented by such successful films as It Happened on 5th Avenue and The Babe Ruth Story.

20th-Fox Acquires 'Single Handed'

Twentieth Century-Fox has acquired C. S. Forester's novel, "Single Handed," and assigned Richard Widmark to the leading role. Valentine Davies is writing the script, and Frank McCarthy will produce.

The story deals with the exploits of His Majesty's Navy in World War II, and will be filmed, with the co-operation of the Admiralty in London, along the British coast and in the Mediterranean.

FOR SALE

POPCORN MACHINES

- 3 used MANLEY 1949 Floor Model Poppers
- 1 used MANLEY 1950 Floor Model Popper
- 1 used POP-A-LOT Counter Model Popper

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\$100 Million 1951 BO?

(Continued from Page 1)

final 1951 figure for a year yet, an estimate based on its 1950 preliminary compilation and the boxoffice trend of the past few years leads to an optimistic conclusion.

The 1950 preliminary compilation for the boxoffice, exclusive of amusement taxes, is \$86,400,000—and it must be remembered that the final figure is usually higher than the preliminary one, which is from a statement issued to meet a limited and special demand.

Even the \$86,400,000 figure is \$7,840,221 higher than that of 1949. The 1949 figure was \$8,902,531 higher than the 1948 one, and the latter was \$6,791,969 greater than in 1947. According to an analytical story by Allan Fenton in the Toronto Daily Star, "Movie Industry '52 Preview Bright," film men said that the BO figure ought to be from 16 to 20 per cent higher in 1951.

Figuring about a ten per cent increase in 1951 would bring the theatre figure to something like \$95,000,000. There are a number of sources of commercial revenue not represented in that figure. First there are the Itinerant exhibitors who, operating in other than places classified as theatres,

grossed \$494,858 in 1949—the last year in which the figure is available—and who showed a ten per cent increase over 1948. Then there are the receipts from theatres which show films several times per year and live entertainment the rest of the time, such as the Royal Alexandra in Toronto and His Majesty's in Montreal. Also not included are the receipts from the exhibition of films in connection with travel and hunting lectures, etc., in halls and concert auditoriums.

There were 118 new theatres constructed in 1950 and 79 in 1951, and of these the drive-ins numbered 32 in the first year and 18 in the second. Another factor in the increase of the grand gross is the higher prices of 1951.

The industry is today enjoying the greatest prosperity in its history, as are all other Canadian fields of service and supply. But the fact that its annual take is now so high by no means indicates that it can match the others when it comes to profit.

Adding to the profits, however, is the refreshment business, which grew from almost nothing in 1945 to an estimated \$12,000,000 annually.

ODEON WINNERS

(Continued from Page 1)

Griesdorf, general manager. A colorful and elaborate printed weekly record and an eye-catching summary, turned out by the Art department for Captain Don Hudson, gave the members a running account and news of the results.

In this contest theatres were awarded points for Showmanship Campaigns, as evidenced in the weekly reports, and these, combined with others received for BO increase and upping of per-patron candy sales, led to inclusion in the Showmanship League. The final winner of that league was Elliott Brown of the Odeon, Victoria, who got \$200 and an all-expenses-paid trip to Toronto for the presentation luncheon.

Leaders in the other five leagues, each of whom received a prize of \$150 were Al Jenkins of the Vogue, Vancouver; Paul Allard of the Electra, Montreal; Steve McManus of the Odeon, Ft. William; Ed Pomerleau of the Varscona, Edmonton; and Bob Hardy of the Varsity, Vancouver.

The five managers who earned the most points in Showmanship throughout the contest were Brown, Wannie Tyers of the Odeon-Toronto, Jenkins, McManus and Vic Nowe of the Odeon-Hyland, Toronto.

In addition to the cash awards each winning manager will be presented with an engraved desk piece.

Judges of the showmanship reports were Griesdorf, Ivor Smith, Larry Graburn, Harvey Hunt, Jim Hardiman and Hudson.

Some 880 campaigns were submitted, in which there were many excellent examples of ingenuity overcoming the limitations of the smaller communities, and the results were highly stimulating.

Patricia Roc Back

After an absence of two years Patricia Roc will return to the screen in Something Money Can't Buy, to be made at England's Pinewood Studios for the British J. Arthur Rank Organization.

'Remains To Be Seen'

Remains to Be Seen, the comedy melodrama by Russel Crouse and Howard Lindsay, authors and producers of several Broadway hits, has been purchased by MGM as a vehicle for Debbie Reynolds.

Manager Wanted

for non-circuit theatre in town near Toronto. Good salary and profit participation for right man, who must be exploitation-minded. All correspondence absolutely confidential and your letter will be returned if desired.

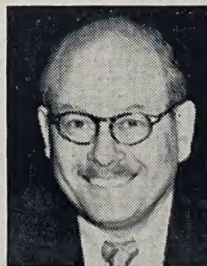
BOX 22

CANADIAN FILM WEEKLY
175 Bloor St. E., Toronto

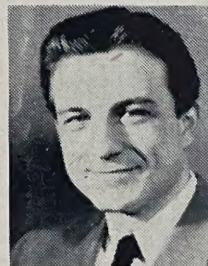
Winners in Odeon Better Biz Drive



ELLIOTT BROWN
Odeon, Victoria



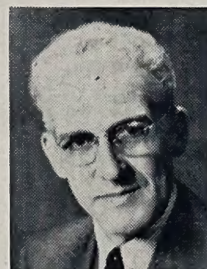
AL JENKINS
Vogue, Vancouver



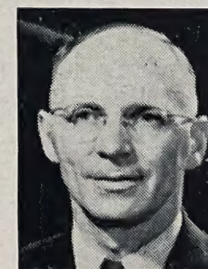
PAUL ALLARD
Electra, Montreal



STEVE McMANUS
Odeon, Ft. William



ED POMERLEAU
Varscona, Edmonton



BOB HARDY
Varsity, Vancouver

'What Price Glory'

James Gleason and William Demarest have been added to the cast of 20th-Fox' What Price Glory, being filmed in Technicolor with James Cagney, Dan Dailey and Corinne Calvet in the leads.

'We're Not Married'

Mitzi Gaynor, Eddie Bracken and Eve Arden have been added to the cast of We're Not Married, 20th-Fox omnibus film dealing with the plight of seven couples who discover they are illegally wed.

COMMUNION

(Continued from Page 1)

day. Those present from Toronto, Windsor, Chatham and London heard, among others, His Excellency Most Reverend Benjamin J. Webster, Auxiliary Bishop of Toronto, and Horace McMahon, a leading actor who recently appeared in both the screen and stage versions of Detective Story.

The breakfast followed the celebration of mass at St. Michael's Cathedral by the Rev. George G. Cherrier, OBE, Variety Club chaplain, and was presided over by John J. Fitzgibbons, CBE, film industry leader and outstanding Catholic layman. Its organization was led by persons in the motion picture industry and it is expected that next year the entertainment community in several Canadian cities will arrange similar functions. It is also hoped that the sports field will do the same. In New York, where the idea originated last year, 2,500 gathered at the Waldorf-Astoria Hotel.

Bishop Webster brought the greetings of His Eminence James C. Cardinal McGuigan and made known his pleasure that this effort had been undertaken. "To me this Communion breakfast is a gathering by which you dedicate yourself anew to the service of Almighty God," he said. The motion picture, in offering relief from the tension of daily labors, provided a very necessary service and Divine guidance had brought those present into it so that they may do His will. He urged them to promote films which had earned the sanction of the Legion of Decency, thus, through the influence of the boxoffice, encouraging producers to strive for it.

Not only the Catholic members of the entertainment world but those associated with them had rendered much help in many ways to the religious and charitable activities of the Church, Bishop Webster said. Examples of this were the gratis use of theatres as regular places of worship while churches were being built, and the availability of films for special uses. "These multitudinous favors we esteem gladly," he told the gathering.

The only way to fight Communism was to live according to Christian principles "or you're working for the other side," Father John H. McGoey of the Scarborough Foreign Mission Society, a specialist in the use of motion pictures for church purposes, said in a stirring and enlightening speech. He described the clever use of propaganda in the Communist conquest of China, where he had spent ten years, of which six months were under the new regime. In 1947 he would never have believed that so small a group, penned up in one corner of China, would be its



HEAD TABLE SCENES AT THE INDUSTRY'S FIRST COMMUNION BREAKFAST

Top photo, left to right: Tom Cleary of Consolidated Theatres, Montreal; William Trudell, London; Ed Lamoureux, Windsor; Harry Wilson, Chatham.

Centre Photo: John J. Fitzgibbons, Sr., who acted as toastmaster; His Excellency Most Reverend Benjamin J. Webster, Auxiliary Bishop of Toronto, who represented His Eminence James C. Cardinal McGuigan; Horace McMahon, one of the leading players in the stage and screen versions of Detective Story, who came from Chicago to be one of the speakers.

Bottom photo: Father John H. McGoey, Scarborough Foreign Mission Society; The Rt. Rev. Monsignor Francis V. Allen; John J. Fitzgibbons, Jr.; John J. Fitzgibbons, Sr.

'Assignment-Paris'

Dana Andrews has been signed to star in Columbia's Assignment-Paris.

Fox' 'Pony Soldier'

Tyrone Power will have the starring role in 20th-Fox' Pony Soldier, story of the Northwest Mounted Police.

masters—and in so short a time. He admitted that there were evils in the Chiang government but said that it was the most progressive China ever had.

The chairman expressed the hope that those of other faiths would also undertake demonstrations of their active interest in religion.

The St. Michael's Cathedral Boy Choristers, directed by the Rev. Mgr. J. C. Ronan, sang a selected number.

Among those who aided in the arrangements were Clare Appel, Henry Bolton, Win Barron, Gord Atkinson, Gerry Collins, Roy D'Augustine, Morris Doyle, Jack Hyland, Walter Kennedy, Charles Mathe, Tom Moran and John J. Fitzgibbons, Jr.

'Les Miserables'

Edmund Gwenn has been given the role of the Bishop in 20th-Fox' version of Victor Hugo's Les Miserables. Michael Rennie and Robert Newman have the lead roles in the film.

'Tonight We Sing'

Henry Koster will direct Tonight We Sing for 20th Century-Fox.

'Top Of The World'

Robert Sisk has been assigned to produce Warner Brothers' Top of the World.

MGM Signs Granger For 'Mademoiselle'

MGM has signed Farley Granger, on loan-out from Samuel Goldwyn, to play opposite Leslie Caron in Mademoiselle, one of the three episodes which will comprise Three Love Stories, being produced by Sidney Franklin. Granger last worked for Metro in Side Street, filmed in New York three years ago. Mademoiselle will be directed by Vincente Minnelli.

BROTHERHOOD

(Continued from Page 1)

succeeded the Rt. Hon. Arthur Meighen, a former Prime Minister of Canada. Others of the film-theatre community who are on the national Board of Directors are T. S. Daley, manager of the Imperial Theatre, Toronto, and Henry L. Nathanson, head of Metro-Goldwyn-Mayer of Canada.

A number of film and theatre people are active on local committees, among them W. Harold Giles of United Amusements, Montreal, and William Guss, Calgary manager for Metro-Goldwyn-Mayer.

Canadian theatres will exhibit a clip during the week of February 10 showing Fitzgibbons and The Rt. Hon. Louis St. Laurent, Prime Minister of Canada and honorary chairman of the Council. Clare Appel, executive director of the Canadian Motion Picture Distributors Association, has arranged for the widest distribution possible.

Serving on the Brotherhood Week committee are Dr. Andrew Stewart, president of the University of Alberta, Byrne Hope Sanders, leading literary figure; Louis Beattie of the Ontario Department of Education; Gordon Lightstone, president of Paramount Film Service Limited; John Fisher of the Canadian Broadcasting Corporation; Walter Fisher, past international president of Lions; Kenneth Loheed, chairman, International Committee on Public Affairs, Kiwanis; and Kenneth Partridge, district governor, Rotary.

This committee, made up of representatives from many areas of Canadian life, has the task of strengthening the unity of Canada. Canadian people differ in race, creed, culture, language and ethnic origin. In that these differences exist, the practice of "the brotherhood of man under the fatherhood of God" is of especial importance.

Over 100 Canadians have agreed to make at least one Brotherhood Week address each. Included among these are Hon. Paul Martin, Mr. Justice Ivan C. Rand, Mr. Justice Keiller MacKay, Mr. Justice Harry Batshaw, Hon. T. C. Douglas, premier of Saskatchewan; Dr. G. Edward Hall, of the University of Western Ontario; Dr. Watson Kirkconnell of Acadia University; and Dr. A. E. Kerr of Dalhousie University.

'Springfield Rifle'

Gary Cooper will star in Warners' Springfield Rifle.

WB's 'April in Paris'

Gordon MacRae will star opposite Doris Day in Warners' new Technicolor musical, April in Paris.

Sparling Says—



Observanda

I'VE JUST CAUGHT UP with the notes of Gordon Sparling's lecture in December last before the University of Toronto "Film & Society" class. Gordon, who is quite youthful for such a veteran of production, has been with Associated Screen News for years and turns out its Canadian Cameo subjects, which are handled theatrically by Empire-Universal.

He remembered "the craze for fake movie companies with little more than a letterhead and a sales promoter;" Trenton's great days as an Ontario Hollywood where you could see the senior Tyrone Power and other leading silent stars on the streets; and the adventures of Ernest Shipman, who organized production with local capital in many Canadian cities and in St. John left a half-finished picture featuring a promising actress named Norma Shearer.

Sparling was one of the cameramen who worked on Carry On, Sergeant, made by Canadian International Films, a \$500,000 promotion, at Trenton in 1927-8, which was killed financially by the coming of sound pictures. One of the players was Jimmy Savo. He records the fact that Ruth Roland made a quota film at ASN.

Many matters came in for comment from the veteran director—the National Film Board's failure to further independent production, sponsored films of every kind, the 19-year-old Canadian Cameo series made possible by the Canadianism of B. E. Norrish, The Canadian Film Awards, his own Rhapsodic Technique, the vital place of the script and how essential a production industry is to our national culture.

The five features produced in Canada in 1951 represent great progress, he said in his opening remarks, during which he described the difficulties of film-making in these words:

"Motion pictures may be one of the arts, all right. But they are a commercial art. A writer may some day go into a corner for a while and come out with *The Great Canadian Novel*; or some future Shakespeare may write *The Great Canadian Drama* which may be read with enjoyment or played with distinction on the bare stage of the local town hall. A painter can go out and buy himself a few dollars' worth of paint and a canvas and quite possibly produce therewith a masterpiece.

"But the would-be producer can't even begin to practise his art without being wealthy. He has either to own or acquire a large bankroll before he can even buy the film to shoot his dream picture on, or the cameras and sound equipment to shoot it with. Then after he has it finished he must find wide distribution in order to get his money back so he can make a second one.

"You may well be surprised, then, to know just how much film activity there has been in our country. The search for *The Great Canadian Movie* has been going on for fifty years!"

QUITE A SHORT SUBJECT is that 30-minute 16 mm. color film of the Vienna Art Treasures sponsored by Gooderham & Worts and turned out by Dan Gibson and Joel Aldred of Ashley & Crippen. Saw it at a special showing in one of the Art Gallery rooms, on the walls of which hung the paintings bequeathed by J. P. Bickell, one of the founders of Famous Players. The film, which is now at the International Cinema and will be available for wide non-theatrical exhibition, not only enriches the recollections of those who saw the exhibition but is in itself a rich experience for those who didn't. Gibson, who produced it, did a seemingly impossible job of photography, while Aldred's creative direction and narration gave it unity. A print was presented to the president of the Art Gallery, who received it gladly. I hope this film will open new avenues of sponsorship. The Financial Post thought it important enough to have Victor Koby do a story.

FIRST FAMILY NIGHT in Canada is running at Lisha Sarick's Hespeler house. At least I think it's the first . . . **Charley Lynch**, who used to be with Fox here, is now with G & W . . . See where the South Pacific people got rid of Roger Rico, whose rocky English I wrote about in reporting my NY jaunt. Aw fellas, ya shouldn't have done it on my account . . . **Fellow-irkers**: Those parasites who used to walk to work but who took lifts during the streetcar strike . . . **Arthur Canton** of NY in the territory working on ad & pub for MGM's Quo Vadis. Nice guy so make

him welcome. No nicer than Columbia's Harry McWilliams because they don't come any nicer. Harry, whom everyone is always glad to see, was in for a couple of days . . . **Epitaph Pictures** ("They're Deader Than a Doorknob") will make a picture about its chief, Eustace V. Porkhead. Title: *The Greatest Shmoe on Earth* . . . **Charlie Chaplin** of UA initiated the deal that got his company USA distribution of *Royal Journey*, which will probably clean up over there too . . . No exhibition idea in years has stimulated as much editorial and other press comment, as well as trade enquiries, as "Curtain at 8.30" . . . I hear that Sidney Newman, NFB executive producer, is switching to CBC television.

CHARLIE WEINER IN FRISCO now as Essanjay branch boss. Used to head Selznick here . . . Would you call a dog show a bow-wow pow-wow? . . . At \$6 tops and a sellout for a two-week stay at the Royal Alex they ought to call it *Guys & Dollars* . . . Two liberal newspapers in NY whacking WW, who billboarded Bilbo before the USA for what he was and hounded such Hun-Americans as Kuhn and his crowd into ineffectuality. WW did more than both papers together in the fight against the hawkers of hate. Most of the WW expose material is pretty thin—relying on contributors, scoops that turned into bloopers, knowing questionable characters, frequenting a place with a sneaky racial exclusion policy—and could be stretched to fit almost any person who must produce daily news material. Any writer can recognize the "treatment"—the time-honored trick of accentuating the negative. It is the most workable one in the writing business—and would be just as effective tomorrow in a written examination of the lives of those lads who worked it on WW, no matter how little they deserved it. And that's the hell of it . . . **Newest phrase** of deprecation used by one act to describe another: "Believe me—nothing. But nothing" . . . **Lou Jacobi**, local comic laying 'em in UK aisles, would be a great choice for the London company of "Top Banana."

A VARIETY FAVORITE with barkers of all faiths is the Rev. George J. Cherrier, the tent's Catholic chaplain, who celebrated mass at St. Michael's preceding the entertainment industry's first Communion Breakfast. The program said it would be Pontifical Mass and so Father Cherrier, called on unexpectedly to speak, observed: "I knew the entertainment industry could do many things but I didn't know that is could make me a bishop!" Among those who enjoyed this comment most was Bishop Webster . . . **Stan Helleur** cleared up any doubts by coming out for the "X" censorship category in Ontario . . . **That top performer**, Horace McMahon of Detective Story, told many amusing showbiz tales over coffee—especially about TV, which is still getting itself organized. In a recent drama shots were heard ahead of the cue. The other character threw the right script line: "They're shooting at me!" But Horace drily added one of his own: "Yeh—and they're shooting very early" . . . **Overheard** from a motto-mangler: "You can take a bull by the horns but you can't make it drink" . . . **Power of the Screen** note: It took Detective Story 74 weeks to play 500 Broadway stage performances—but the film played more than that number in 11 weeks . . . **First thing** you know, the censor will be checking marquees. Seven-theatre Toronto double-bill marquee read: "People Will Talk/Let's Make It Legal."

PREVIEW, MOVIE MAG being prepared for gratis distribution, will be placed in theatres here in March, according to Sam Vinsen, of Film Art Trailers, who has the Canadian rights. Meanwhile the Canadian Moving Picture Digest is readying Movie Digest for theatre sale . . . **Edna Gordon** now in the small number of femme bookers, having replaced Bill Walkie at Paramount, who is joining Alliance . . . **February meeting** of Variety will honor the Village grads, with lady barkers being present . . . **Look out!** "Tower of Pisa Is Due to Fall in 2151" says the NY Times . . . **O Canada!** Note from the Canadian Film Weekly of Nov. 1, 1944: "Acquisition of Moore's Theatre, Grimsby, gives Sam Fingold, rising young circuit operator, his ninth house." Today he's a top Odeon partner and operates about 35 of the best houses through the company he heads, National Theatre Services.

FROM
MONOGRAM
NOW...
THE

DAZZLING
SPECTACULAR
FANTASY
THAT
IS
THRILLING
CANADIAN
AUDIENCES
EVERYWHERE



Forbidden Adventure! Exotic Beauties! Magical Spectacle!

Aladdin

AND HIS LAMP

starring PATRICIA MEDINA

JOHN SANDS

with RICHARD ERDMAN

A
WALTER WANGER
PRODUCTION

A
MONOGRAM
PICTURE

COLOR BY

CINECOLOR

Produced by WALTER WANGER • Directed by Lew Landers • Screenplay by Howard Dimsdale and Millard Kaufman



At the Variety Club's Preem of 'The Greatest Show On Earth'

The world co-premiere of *The Greatest Show On Earth* and the personal appearance of its star, Betty Hutton, in the Imperial, Toronto, brought the Variety Club a gross of \$30,000. The proceeds from the showing of Paramount's DeMille-produced Technicolor epic will go to Variety Village, the training school and residence for handicapped youth. Above are some scenes taken during Miss Hutton's visit and at the premiere.

In the top-left photo Miss Hutton chats with two members of the Variety Village watchmaking class, Eugene Irwin and Don Thompson. Looking on are Mr. Madison, teacher in commercial classes and, on the extreme right, R. W. Bolstad, Chief Barker of the Toronto Variety Club.

In the top-right photo Lorne Greene, famed radio actor and commentator

who is also known as The Voice of Variety, welcomes His Worship the Mayor of Toronto, Allan Lamport, to the CJBC microphone. The top-hatted sideburned Barker-like gent behind them is Don Summerville, Variety worker, who kept up a running comment for the enjoyment and information of the large crowd which had gathered to view the doings outside the theatre.

The bottom-left photo shows part of the front of the Imperial. Note the Midway sideshow banners.

On the bottom right Miss Hutton kibitzes the critics at a pre-show press party. Getting their laughs in advance are Herb Whittaker, *Globe & Mail*; Stan Helleur, *The Telegram*; and Jack Karr, *Daily Star*.

Photos are by Michael Burns.

M. R. CLARK, generally known as "Duke," who was special representative for Paramount in Western Canada in 1922, has resigned as South Central division manager in the USA for Paramount, due to poor health. He joined the company in 1921 as a salesman, after returning from overseas service in World War I, and rose to his present position in 1949.

OPENING of J. Purnell & Sons' \$90,000 Lux Theatre in Lacombe, Alberta is expected to take place within a week.

APPROXIMATELY five persons left Canada for every six immigrants, it is claimed by the Financial Post in a story based on figures from the Dominion Bureau of Statistics, which had estimated that Canada's population

would be revealed in the new census as over 14,000,000. The first count of the census showed the total would be 13,893,000 and was explained by the DBS as resulting from over 200,000 persons leaving Canada without being accounted for in official records.

TALENTED Suzanne Cloutier, French-Canadian actress from Ottawa, who is the daughter of Canada's King's Printer, Edmond Cloutier, has been signed by Paramount for a starring role opposite Alan Ladd in a film dealing with the Iranian oil crisis. Since leaving Ottawa in 1946 she has toured on the stage in the USA and France and has made

— Short Throws —

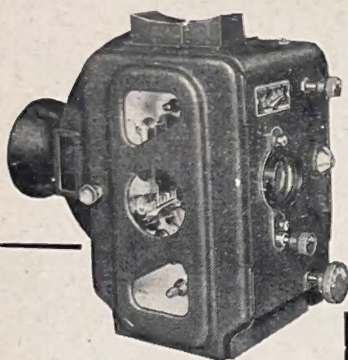
four films, two in English and two in French. She will possibly make two films for Paramount and intends to free lance in France when not busy in Hollywood.

SPEAKER at a meeting of the Scientists' Wives Association at the National Research Council in Ottawa recently was Morten Parker, NFB producer. Subject of his talk was certain aspects of film technique and art.

ASSOCIATED with the early development of color motion pictures, William Burton Westcott, who received part of his early education in Canada, died in a Philadelphia hospital recently at

the age of 68. Between 1910 and 1921 he worked with Professor Daniel F. Comstock, forming the firm of consulting engineers, Comstock & Westcott, Inc. Patents granted to the company were the genesis of the color motion picture process. Westcott held membership in the Royal Photographic Society of Great Britain, among other organizations.

PURCHASE of a 50 per cent interest in Microwave Associates Inc., has been made by United Paramount Theatres. President of the enlarged company will be Dana W. Atchley, Jr. of United Paramount and Leonard H. Goldenson, Robert H. O'Brien, Simon B. Siegel and Jason Rabinovitz of the circuit will be directors. All other executive posts will be filled by the top officers from Microwave Associates.



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— News Notes —

ARTICLE SURVEYS RELIGIOUS FILMS

Religious films were the subject of an interesting article by Stanley G. Mathews, BA in a recent issue of the Montreal Star.

Explaining that the rapid growth of the use of projectors in the Montreal area in churches has led to a great improvement in the availability of fine religious films, Dr. Matthews describes four such pictures from the library of the Benograph Division of Associated Screen News. They were seen at a special screening arranged by Miss Frances Balmfirth of Benograph and were examples of the product from the British J. Arthur Rank Organization, American studios and the Protestant Film Commission.

In his concluding remarks, Dr. Matthews states:

"Films are not intended to take the place of the church service, the Sunday school lesson, or the prayer period. They are intended to make each of these stronger through the entertaining, enthralling appeal of the screen."

OSHAWA PAPER BOOSTS BIZ

The Daily Times-Gazette of Oshawa, Ontario devoted a full page to the 1951 theatre scene in the city. Pictures which played last year were recalled and individual policies of Oshawa's four houses discussed. Interior and exterior views of theatres and portraits of managers illustrated the articles.

The managers pictured were Jack Weiser, Plaza; Al C. Harts-horn, Regent; Leon E. Osier, Biltmore; and Wm. Payne, Marks. The Oshawa newspaper and the theatre men are to be congratulated for a good stroke of public relations.

FILMS, MUSICIANS IN 2-YEAR PACT

A 15 per cent wage increase was included in the terms of a new two-year contract adopted recently in Miami Beach, Florida by James C. Petrillo, representative for the Hollywood musicians, and several top executives in behalf of the film industry.

Petrillo, chief of the American Federation of Musicians, AFL, said the two days of negotiations were conducted "with an eye on the position in which these movie men find themselves — business ain't too hot. We want to keep the business going."

Nicholas M. Schenck, president of MGM, called the new contract a "very equitable deal."

TOURIST TRAFFIC GAIN IN 1951

The tourists in the 2,219,630 motor cars which entered Canada from the USA in 1951 spent an estimated \$134,000,000, states the Dominion Bureau of Statistics from Ottawa. The number of cars represents an increase of eight per cent over 1950, also a record year.

About 60 per cent of the cars came through Ontario. More tourists are going North, almost double the number of cars having entered the Yukon than did in the previous year.

FOUND GUILTY OF ARSON, FORGERY

Peter Oscar Jorgenson, 23-year-old film technician, was found guilty in a Vancouver court of arson and forgery in connection with a fire that destroyed his film-processing plant, J. Enterprises, over a year ago. He was acquitted of a third charge of attempting to defraud insurance companies out of \$440,000 insurance carried on plant and equipment and was remanded for sentence.

Jorgenson was convicted of forging a cheque for \$8,500 in payment for the premises he was convicted of burning. He was also found guilty of obtaining the premises by a forged cheque.

When charges were first laid against Jorgenson in May the RCMP also laid a charge of illegally bringing into Canada \$16,000 worth of film equipment fraudulently obtained in Los Angeles.

He was confined to a sanitarium for some time during the past summer.

'Fighting Marine'

Cornel Wilde will portray the title role in Warners' The Fighting Marine.

Para Buys Original

Paramount has purchased Vera Caspary's original screen story, Happy Days Are Here Again.

'Plough Jockey'

Second to roll for Monogram in the Bowery Boys series in 1952 will be Plough Jockey.

Fox' 'Dream Boat'

Ginger Rogers has been signed by 20th-Fox to star opposite Clifton Webb in Dream Boat.

Film Quality Up, Says Mtl. Critic

In his experience "the average film of today is infinitely superior to the corresponding product of 20 or even ten years ago," wrote Thomas Archer, critic of the Montreal Gazette recently, after noting that commercialism does not exist in production to the extent one could expect, "knowing the frailty of human nature and its ever-present tendency toward greed."

He then asks: "Would it have been possible in 1931 to produce pictures like A Streetcar Named Desire, Kind Hearts and Coronets, the Lavender Hill Mob, A Place in the Sun, An American in Paris, The Browning Version?"

It is a mistake to rate European films above those of Hollywood, since we import only the best and so do not see the bad ones. The present high standard is quite an accomplishment, considering that the industry is still so comparatively young that persons now in midlife recall seeing such films as A Voyage to the Moon, the first Chaplin shorts and the earliest feature-length efforts. "How far have we gone since then!" he says.

This particular experience of Archer will interest the movie-minded:

"Some years ago, after constant film-going for nearly 15 years, this reviewer, by circumstances, took a sabbatical. Between 1944 and 1948 he never entered a motion-picture house. It was a priceless experience. Prior to this period film-going was looked upon largely as a critical duty. Since it has been a pleasure as well as a duty, in many respects an exciting adventure.

"There were several striking features in this return to the fold. Even after those four years it was observed that the standard had improved immeasurably. Direction was better, acting amazingly so. It may be a subjective thing to say, but the film of 1948 seemed to be directed in general to an audience of a much higher intelligence than the film of 1943."

'The Ragged Edge'

The Ragged Edge is the final title for Filmaker's One False Move, which stars Robert Ryan and Ida Lupino and will be released by RKO.

'Topsy And Eva'

Title roles in Paramount's forthcoming biography of the Duncan sisters of musical comedy fame will be filled by Betty Hutton and Ginger Rogers.

ROYAL JOURNEY

(NFB Documentary in Tri Art Color)
Columbia 55 Mins.
SPLENDID NEWSREEL-DOCUMENTARY COVERAGE OF THE RECENT VISIT OF ELIZABETH AND PHILIP. FINE, HUMAN OFFERING. MAY PROVE TO BE A NOTABLE COLOR FILM OF THE YEAR.

Here in considerable detail, and with amazingly realistic color, is the coverage of the recent visit to Canada and the USA of Princess Elizabeth and the Duke of Edinburgh. Offering has considerable general appeal. The camera work is excellent, the efforts of Osmond Barradaile, in charge of the cameras, being noteworthy in capturing many vivid and moving scenes as the royal entourage travelled about the Dominion. Tom Daly acted as executive producer and David Bairstow directed from a script by Leslie McFarlane. Louis Applebaum furnished the musical score.

The weather, it will be remembered, was not always the best to be found on the North American continent. But the scenes offered in this production fully capture the spirit and atmosphere of the moment. Without resorting to booster lighting, utilizing only the light values of the day, the color gives increased visual impact. Footage was exposed on the new Eastman Kodak all-weather color stock and the results are breathtaking.

Narration cleverly ranges from straight, dignified reporting to the soundtrack impressions of a youngster, a teen-ager, a Washington newsreel man, a Calgary rancher, a French Canadian and, concluding, a Scotsman from the Maritime Province from where the couple boarded ship for home.

This is a fine human document, too. Elizabeth and Philip appear quite at ease and even enjoying themselves. They are properly serious, too, and quite overcome at the vastness of Canada, it would appear.

The various scenes, ranging from the arrival at Quebec across the continent to Vancouver, Washington where HST, Margaret and Mrs. HST are seen, and back to Canada, are displayed with notable effectiveness. Entire production shows a fine mastery of the newsreel-documentary technique.

Royal Journey, which will be distributed in the USA by United Artists, will prove to be one of the notable documentary experiences, and outstanding color film of the year.

DIRECTION: Skilled.

PHOTOGRAPHY: First Rate.

The Greatest Show On Earth

(Continued from Page 1)

thorough-going job of filming the circus, the big circus, the Ringling Brothers—Barnum & Bailey show. Only the smells of tanbark and other affiliated scents are missing. Here are performers and their private and public lives, their performing feats. Here are roustabouts, the engineers and planners of movement, the men who accomplish the setting up of the biggest show under canvas. And here, too, is the most awesome spectacle of a train crash which fairly carries the viewer away with its violence, fury, striking conception and execution, one of the high moments in the history of screen-concocted catastrophes.

And here, too, is a fine selection of film players like the vivacious and talented Betty Hutton on the high trapeze, and no fooling; Dorothy Lamour, the iron jaw girl; Jimmy Stewart as Buttons, the clown; Gloria Grahame, the Elephant Girl who defies death twice a day. What these toppers in the cast do in the film, they actually went through while the show was being filmed under canvas in Philadelphia.

It's the real stuff. No doubles. And then there are the background color and thrills of the presentation, the comics, the walk arounds, the inspired buffoonery, the amazing, the truly amazing and the fairly unbelievable. Just like it always was and it is even better on film.

For this film any and every showman should start to get enthusiastic now. Such a film is timeless. It will be brought back again and again, giving full satisfaction each time.

A SHOW business story within a show, the screenplay which is skillfully woven into the fabric of a complete performance of the circus is a neatly enough detailed story of Miss Hutton's activity on the flying trapeze competing with Cornel Wilde, the great Sebastian, also a flyer. It depicts their silly, dangerous antics, their romance.

Charlton Heston is on view considerably and effectively as the boss man who runs the show. There are problems and dangers, there are malcontents and accidents. Love triumphs and the show goes on. But without Stewart.

Everybody who has ever seen and loved a circus performance, who has been stirred by tales of circus life, and who has been profoundly stirred emotionally by the display, will make fast tracks to get a ticket for this Paramount number, and return to thrill to it again.

HERE is a wonderful show for all, expertly produced, directed knowingly by an astute showman. It is one of the best. C. B. has done it again, bigger and better than ever.

WHAT with one high performing moment after another constantly on interesting display, the basic script also delineates the character portrayed by James Stewart. As a clown, he never removes his makeup. As events develop it is revealed he is hiding. The police appear on the scene.

When the narrative finally runs its course Stewart has proved himself quite the hero when the train wreck occurs. On the outside he was a doctor and his timely application of his art saves the life of Heston. However, he is arrested in the final moments.

CAST Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, James Stewart, Henry Wilcoxon, Lyle Bettger, Lawrence Tierney, Emmett Kelly, Gucciola, Antoinette Concello, John Ringling North, John Kellogg, John Ridgely, Frank Wilcox, Bob Carson, Lillian Albertson, Julia Faye.

CREDITS: Produced and Directed by Cecil B. DeMille; Associate Producer, Henry Wilcoxon; Assistant Director, Edward Salven; Unit Director, Arthur Rosson; Produced with the co-operation of the Ringling Bros.-Barnum & Bailey Circus; Screenplay, Frederic M. Frank, Barre Lyndon, Theodore St. John; From a Story by Frederic M. Frank, Theodore St. John, Frank Cavett; Director of Photography, George Barnes, ASC; Special Photographic Effects, Gordon Jennings, ASC, Paul Perpac, ASC, Devereaux Jennings, ASC; Additional Photography, J. Peverell Marley, ASC, Wallace Kelley, ASC; Costumes, Edith Head, Dorothy Jenkins; Circus Costumes, Miles White; Technicolor Color Consultant, Robert Brower; Editor Anne Bauchens, ACE; Art Direction, Hal Pereira, Walter Tyler; Set Decoration, Sam Comer, Ray Mayer; Choreography, Richard Barstow; Dialogue Supervisor, James Vincent; Makeup Supervision, Wally Westmore; Sound Recording, Harry Lindgren, John Cope; Music, Victor Young.

—JOSEPH PRIORE.

CLOSE TO MY HEART

with Ray Milland, Gene Tierney.

Warners 90 Mins.
APPEALING STORY OF THE PROBLEMS OF ADOPTION. HANDLED WITH INTELLIGENCE, UNDERSTANDING. HAS UNUSUAL HONESTY AND REALISM. STRONG ACCEPTANCE SEEN.

An appealing story of a childless couple's problems and concern for an adopted baby is developed with unusual intelligence and considerable interest here. Without resorting to maudlinity, the James R. Webb story offers a good deal of logic in its course permitting Ray Milland and Gene Tierney, as the foster parents, to render engaging performances.

Director William Keighley guided this effort with restraint, understanding along a sustained route of unfoldment. Relieved at brief moments with the light note, the picture is a well-composed story which stands to garner rather strong reception. It is handled with serious realism, inspects factors that are absent in the regulation treatment of a story of this type.

Married for four years and childless, Miss Tierney is informed by best medical opinion that she will never have progeny of her own. This she reports to Ray Milland and inwardly feels she has failed as a wife. She visits a foundling home and learns there is a long waiting list. There are no short cuts to adoption. She hears of an abandoned boy baby. It had been placed in a nursing home while a search was made for its mother.

In time, after many visits to little Danny, Miss Tierney is given the child to take home on a temporary basis. Meanwhile Milland, a newspaper columnist, fears there might be future travail because the baby's heritage is unknown. The criminal element is a possibility. Being a reporter at heart he pursues the matter to the very end, picks up full information and meets the father, a condemned man in San Quentin. Miss Tierney has a row with Milland, berates his snooping. The baby is returned. In the ensuing recapitulation of events and arguments, Milland decides he wants the baby as much as Miss Tierney. In due process he gets him back. The tot is appealingly played by an infant named John Winslow.

CAST: Ray Milland, Gene Tierney, Fay Bainter, Howard St. John, Mary Beth Hughes, Ann Morrison, James Seay.

CREDITS: Producer, William Jacobs; Director, William Keighley; Story, James R. Webb; Photography, Robert Burks.

DIRECTION: Skillful.

PHOTOGRAPHY: Very Good.



M-G-M LEADS THE INDUSTRY!

The First Reports Are In!

Variety, Showmen's Trade Review, M. P. Herald, M. P. Daily, announce "Top Hits of 1951" as voted by exhibitors. M-G-M leads with not just one top hit, but with more top money hits than any other company.* Watch for more trade paper annual reports. Prediction: a landslide for M-G-M, as usual!

*In Variety, M-G-M has 8 out of the first 20; next company 2. In Showmen's Trade Review Annual, M-G-M has the 2 top pictures and 4 out of first 10, which is twice any other company. In M.P. Herald, M-G-M has 4 out of the 7 top-grossing pictures, nearest company 1. In M.P. Daily, out of the 7 listed M-G-M has 4, nearest company 1.



FORECAST: M-G-M AGAIN IN '52

The M-G-M Studio has never in its history had a more powerful array of product than right now. To mention just a few: "THE WILD NORTH" (AnSCO color), "LONE STAR", and the following in Technicolor—"IVANHOE", "SINGIN' IN THE RAIN", "THE MERRY WIDOW", "SCARAMOUCHE", "SKIRTS AHOY!", "LOVELY TO LOOK AT" and many more. And of course, The Great "QUO VADIS", the box-office giant of all time!